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August 12, 2008

Federal Trade Commission/Office of the Secretary
Room 135-H (Annex E)
600 Pennsylvania Avenue, N.W.
Washington, D.C. 20580

Dear Sir and Members:

Thank you for allowing the Fine Jewelry Vendors of America to respond to the proposed changes to the FTC Guides as relates to articles fabricated of platinum and platinum group metals.

We encourage you to affirm the integrity and historic standards of platinum and the use of the term platinum as only for products containing platinum and platinum group alloys.

We encourage you to void, abolish and deny the proposed new guidelines as listed under which companies would need to tell their customers: items 1, 2 and 3.

Our firm is the present-day version of THE SHEFTALL CO. of 1733. We were founded by Benjamin Sheftall of London on July 11, 1733 in Savannah, Georgia.

Integrity of word, deed and product has been maintained for 275 years.

I trust that you will be supportive of the principles of all AGS firms and others of like mind.

Respectfully,

DeLaMottá Sheftall
Chairman/CEO